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And the Bankers' Association of the District of Columbia

Abraham Lincoln, The People's President

Gave Us the Heading For This Advertisement
At Gettysburg, November 19, 1863



*—that government of the people,
by the people, for the people,
shall not perish from the
earth.*

Abraham Lincoln

In the name of ABRAHAM LINCOLN, and
in the words of ABRAHAM LINCOLN,
we ask you to

BUY LIBERTY BONDS NOW

that government of the people, by the people, for the people shall not perish from the earth.

FOR YOUR COUNTRY'S SAKE it will represent the utmost of those who are compelled to stay at home when our best blood is offering itself so freely on the fields of France, on the high seas, and wherever our great Government wills that they should be.

FOR YOUR OWN SAKE as long as you shall live and as long as there are those left to honor your memory throughout all the days that are to come, there is no other

BIT that you may do that will mean so much as YOUR LIBERTY BOND subscription RIGHT NOW.

AS A FINANCIAL INVESTMENT the rate of interest THAT WILL BE PAID TO YOU is safe and the SECURITY SO GREAT that THE POSITIVE PECUNIARY PROFIT TO YOU is lost sight of only because PATRIOTISM looms so large that personal profits are, and must be, lost sight of.

You are going to buy LIBERTY BONDS—buy them NOW, when the psychological effect of your effort will extend to others who may be a little less keen in appreciation of the necessity for IMMEDIATE ACTION.

The Liberty Loan Committee of Washington, D. C.